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Mandurah Leads Online Shopping Surge as Aussies Defy Economic Gloom

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Australians may be feeling the pinch at the grocery store and petrol pump, but the latest eCommerce data shows that confidence is quietly returning, at least online. In the April to June quarter, Australia Post reported a nationwide surge in digital spending, totaling \$19.2 billion. Surprisingly, Mandurah residents led the charge in Western Australia (WA), defying narratives of economic caution and ranking in the top five online shopping locations across the country.

The spending boom, which coincided with speculation of future interest rate cuts and signs of inflation easing, saw a 15 percent increase in online purchases compared to the previous quarter. Roughly 7.9 million Australian households participated in the surge, with residents in Mandurah, Success, and Wanneroo among WA's most active consumers.

Notably, this spending wasn't limited to essential goods. Australians spent \$4.2 billion through online marketplaces, \$3.9 billion on food and liquor, and \$2.7 billion on fashion. Millennials (born 1981–1996) accounted for the largest share of discretionary spending at \$6.9 billion, followed by Generation X (Gen X, born 1965–1980) with \$5.3 billion, and Generation Z (Gen Z, born 1997–2012) with \$3.4 billion. Gen Z also saw the fastest growth, with spending up 16 percent from last year, an indicator of their growing economic footprint.

Mandurah wasn't alone in the top ranks. Other high-performing shopping regions included Toowoomba, Mackay, and Bundaberg in Queensland (QLD), and Point Cook in Victoria (VIC), revealing a broader trend of regional consumers flexing their purchasing power.

Australia Post's general manager of eCommerce, Chelsea O'Reilly, attributed the growth to changing consumer behavior in the digital space. "With inflation cooling and consumer confidence returning, we're seeing more Australians shop online, with higher expectations," she said. "Shoppers are spending more, but they're also expecting more in the way of speed, convenience, and value."

As households tighten budgets elsewhere, the data suggests Australians are still willing to spend, provided they get something in return. In a climate where policy decisions from the current government continue to strain everyday affordability, this grassroots economic activity tells a different story: consumers aren't retreating, they're adapting.

Retailers that prioritize customer experience, flexibility, and efficient delivery appear best positioned to thrive as the landscape evolves. The boom in Mandurah is a case in point: despite cost-of-living pressures, families and individuals are making deliberate choices about how and where they spend.

Whether this signals a lasting recovery or just a moment of economic optimism remains to be seen. But for now, Mandurah is proof that Australians, particularly outside the capital cities, are far from done when it comes to confident consumer behavior.